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OCTOBER 1962

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- Fruit
- Juices
- Drinks

AND OTHER PRODUCTS

CPFJ-135

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in this report are based on 4-week periods (28 days) to facilitate comparisons.

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

February 1963

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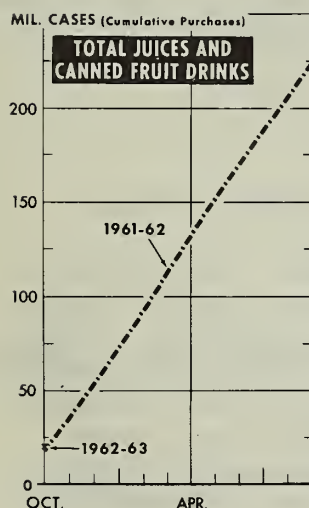
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS, AND OTHER PRODUCTS OCTOBER 1962

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS

Household consumers purchased 19.5 million cases -- equivalent single-strength basis -- of frozen concentrate juices, canned single-strength juices, and canned single-strength fruit drinks in October 1962, 8 percent more than in the same month of 1961. Retail prices averaged 4.2 cents per 6-ounce serving, down 10 percent from a year earlier. As a result, consumer expenditures for these products were down moderately to \$59.6 million.



The increase in retail movement over October 1961 reflected record purchases of frozen orange concentrate, together with sharp gains in purchases of chilled orange juice, canned orange juice, canned orange drink, and tomato juice. Moderate gains also were recorded for prune juice and miscellaneous fruit drinks, but purchases of canned grapefruit juice, pineapple-grapefruit drink, and miscellaneous frozen concentrates held about the same. On the other hand, purchases of pineapple juice and miscellaneous canned juices were off sharply.

Retail prices of pineapple juice were up slightly from the preceding October. Prices of all other juices and drinks were down, with declines of about 20 percent recorded for frozen orange concentrate and canned orange juice.

Expenditures for frozen orange concentrate were down 7 percent (\$1.8 million) from October 1961, the greatest absolute decline reported for any juice or drink. Reduced expenditures also were recorded for miscellaneous frozen concentrates, canned grapefruit, pineapple, and miscellaneous canned juices, and for pineapple-grapefruit drink. On the plus side, consumers increased their expenditures for chilled orange juice, tomato juice, canned

orange drink, and for miscellaneous canned fruit drinks.

Frozen orange concentrate alone accounted for 41 percent of all juices and canned fruit drinks bought for home use in October compared with 38 percent a year earlier. Miscellaneous frozen concentrates had a smaller market share, however, and the canned juice share was down 2.5 percentage points to about 34 percent. The shares for chilled orange juice and canned fruit drinks held about the same.

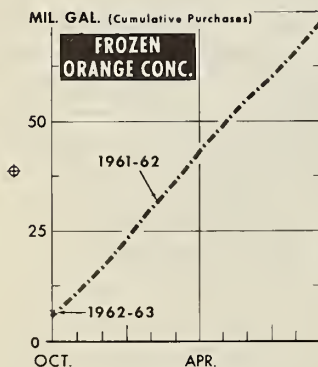
Changes in product coverage: Reports on consumer purchases of fresh oranges and grapefruit, which were discontinued September 1959, are resumed in this issue of the CPFJ series. In addition, reporting on refrigerated citrus salads and sections is initiated.

Household purchases of fresh oranges were down 44 percent from October 1959, and despite higher prices, expenditures declined 33 percent. Purchases of fresh grapefruit were off 24 percent, and consumer expenditures were down almost as much.

About 1.8 percent of families bought refrigerated citrus salads and sections in October. Purchases of these products totaled 311,000 gallons.

FROZEN CONCENTRATED AND CHILLED JUICES

Purchases of Frozen Orange Concentrate Record High--But Expenditures Down



A record 6.7 million gallons of frozen concentrated orange juice was bought for household use in October 1962. This was 16 percent more than purchased in the same month of 1961, and 2 percent more than the previous high set in March 1962. ^{1/} This one product accounted for 41 percent of all juices and canned fruit drinks bought for consumption in October, compared with 38 percent a year earlier. (See tables 1 and 15 and figures 11-14.)

October purchases were 32 percent above the 1957-61 average for the month. (See figure 1.) This was a continuation of the upward trend in retail movement which rose to 122 percent of average in 1961-62 from 75 percent of

^{1/} Monthly and cumulative data on purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 15.

average in 1952-53. The uptrend was interrupted in 1957-58 and in the following year by low production and the high prices that followed the freezes of 1957-58.

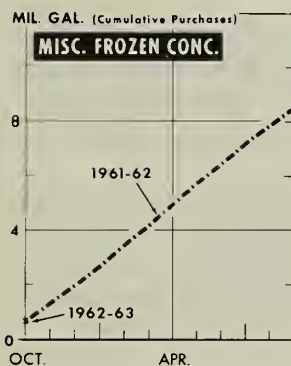
Retail prices remained on the downtrend, and the October average was off 20 percent (4 cents) from a year earlier to a 5-year low of 15.9 cents per 6-ounce can. This was equivalent to 4 cents per 6-ounce serving -- less than paid for most competing products.

Despite record purchases, the amount consumers spent for the product (\$22.8 million) was off 7 percent in comparison with October 1961. The index of expenditures was down to 106 percent of the October average (1957-61 = 100) the same as 2 years earlier when purchases totaled only 5.6 million gallons, and prices averaged 18.8 cents per can.

Consumer expenditures for frozen orange concentrate have increased each year (including the freeze year of 1957-58) from 1952-53 through 1960-61 despite the lower prices of recent years. Purchases reached a new high in 1961-62, but the gain in expenditures was halted when prices dropped to a 5-year low.

The record purchase volume in October was associated with an unusually large proportion of buying families (31.5 percent), coupled with a near record size of purchase (8.3 cans per buying family). These increases may be associated with increased promotion of frozen orange concentrate which has been stepped up beginning with September.

Miscellaneous Frozen Concentrates Off Slightly



In contrast to the gain in use of frozen orange concentrate, purchases of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, tangerine, and blends (some containing citrus), were down slightly from October 1961.

Retail prices for this product group averaged 18.2 cents per 6-ounce can. This was a decrease of 4 percent from October 1961, compared with a 20 percent drop in the price of frozen orange concentrate.

Consumers spent \$2.6 million for these products in October, about one-tenth as much as for frozen orange concentrate. (See table 15.)

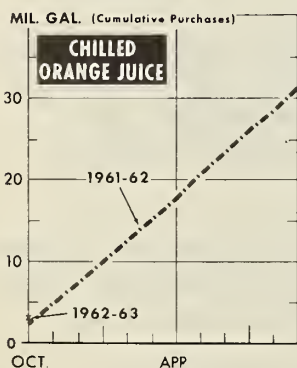
Total Concentrates Gain In Share Of Market

Total purchase of frozen concentrated juices were up 14 percent in comparison with the preceding October. These products accounted for 45 percent of all juices and canned fruit drinks bought for household use during the month, an increase in share of market of 2.5 percentage points over the corresponding month of 1961. Chilled orange juice had a slightly larger market share than a year earlier but both canned juices and canned fruit drinks had smaller shares. (See table 15 and figures 11-14.)

Retail prices of frozen concentrates were down 1 cent per 6-ounce serving from a year earlier to 4 cents per serving in October. This was a greater decline than reported for other types of products. As a result, the per serving cost of frozen concentrates was below the average for all juices and drinks (4.2 cents). Prices of canned fruit drinks, in comparison, also averaged 4 cents per serving, canned juices cost 4.3 cents, and chilled orange juice, 7 cents.

Despite the increase in volume of purchases, consumer expenditures for frozen concentrates in October (\$25.4 million) were down 7 percent from a year earlier. Expenditures for canned juices also declined, but those for chilled orange juice and canned fruit drinks were up 5 percent.

Uptrend In Chilled Orange Juice Continues



October purchases of chilled orange juice were up 13 percent -- 328,000 gallons -- from a year earlier to set a new high for the month, and to about equal the June 1962 record volume.

The index of purchases was up to 146 percent of the October average (1957-61), to continue the sharp gains that have prevailed since 1956-57 when these data were first recorded. (See figures 1 and 11-14 and table 15.)

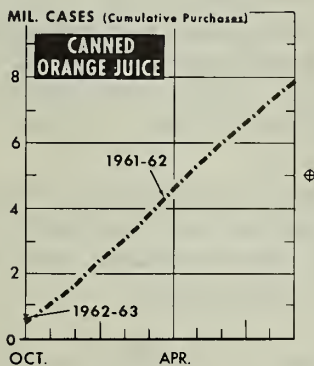
Prices in retail outlets were down 7 percent (2.8 cents) from the preceding October to 37.1 cents per quart. Because of the increase in movement, however, consumer expenditures were up from a year earlier to a new high of \$4.3 million, or to 137 percent of the October average.

Prices of chilled orange juice have declined less (to 7 cents from 7.5 cents per serving) than frozen orange concentrate (to 4 cents from 5 cents). Nevertheless, purchases of chilled orange juice have increased relatively more than those of frozen orange concentrate. Furthermore, the rise in expenditures for the product have rather closely followed the gain in purchases, whereas expenditures for frozen orange concentrate have declined to approach 1957-61 averages.

About 6 percent of the Nation's families bought chilled orange juice in October, the largest proportion yet recorded for the month. The average size of purchase (3.5 quarts per buying family), however, was moderately smaller than a year earlier.

CANNED SINGLE-STRENGTH JUICES

Canned Orange Juice Makes Good Gain



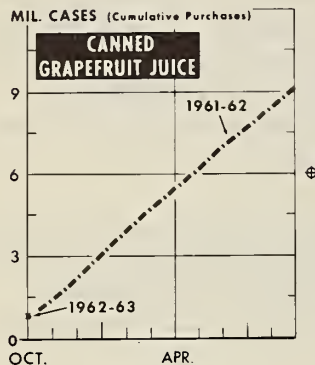
Household purchases of canned single-strength orange juice were up 34 percent -- 190,000 cases -- from October 1961 when retail movement was the slowest reported in this 14-year series. This brought the purchase index up to 88 percent of the October average (1957-61) from the series low of 66 percent a year earlier, and the share of the household juice and drink market rose to a 2-year high of 3.9 percent. (See table 15 and figures 3 and 11-14.)

About 6.3 percent of the Nation's families bought canned orange juice in October, compared with only 5.1 percent a year earlier. The average size of purchase, two cans per buying family, also was moderately larger.

October prices were down 19 percent (8.1 cents) from a year earlier to a 5-year low of 35.5 cents per 46-ounce can. Because of the increase in movement, however, consumer expenditures were up to \$2.5 million or to 83 percent of the 1957-61 October average.

Use of canned orange juice has declined substantially from 1952, dropping from an index of 164 in that year to 80 in 1961-62. The downtrend was interrupted by a sharp increase in buying in 1957-58 when supplies of frozen orange concentrate were low as a result of adverse weather conditions.

Canned Grapefruit Juice Steady

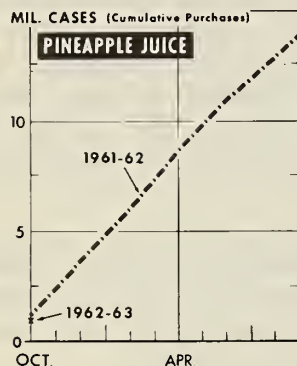


October purchases of canned grapefruit juice were about the same as the year earlier volume and the 1957-61 average for the month. Both the proportion of families buying (5.8 percent) and the average size of purchase (2.3 cans) also were about the same as in the preceding October.

The downward trend in retail prices which began in the 1958-59 season continued. The October price of 26.6 cents per 46-ounce can was down 7 percent from a year earlier and was the lowest reported for any month since mid-1956.

Consumers spent about \$1.9 million for canned grapefruit juice in October, 8 percent less than a year earlier and 13 percent less than the October average.

Pineapple Juice Continues Slow



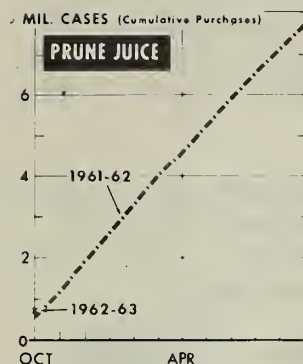
Retail movement of canned pineapple juice was down 17 percent -- 213,000 cases -- in comparison with October 1961, the greatest decline from a year earlier reported for any juice or drink. October purchases, as well as those in July and August, were well below the 1957-61 average for these months. (See figures 5 and 11-14.)

Only 8.3 percent of families bought pineapple juice in October, the lowest proportion reported for the month in this 14-year series. Furthermore, the average size of purchase also was smaller than a year earlier.

In contrast to the declines reported for competing products, prices of pineapple juice were up slightly from a year earlier to 28.3 cents per 46-ounce can. But even so, prices remained below 1957-61 averages as they have been for about 2 years. The amount consumers spent for the juice (\$2.8 million) was down 15 percent in comparison with both the preceding October and the 5-year average.

Prune Juice Up Moderately

October movement of prune juice was up 4 percent from both the year earlier volume and the 1957-61 average for the month. Purchases have held moderately above average for more than a year. (See tables 6 and 15 and figures 6 and 11-14.)

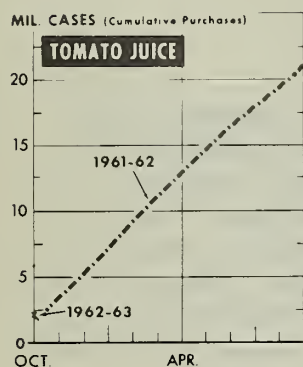


The gain in movement over the preceding October was associated with an increase in the number of users to 6.9 percent of the Nation's families. Part of this gain, however, was offset by a decrease in the average size of purchase.

October retail prices, 42.1 cents per quart, were 1 to 2 cents below levels that have prevailed since January 1959. Consumers spent \$3.8 million for prune juice in October, the same as a year earlier. Monthly expenditures have been at about this level for more than a year.

Expenditures for prune juice have doubled in the 10-year period beginning October 1952, as shown by a rise in the expenditure index (1957-61 = 100) to 111 in 1961-62 from 57 in 1952-53. The gain reflected an increase in the volume of purchases, as well as an advance in prices.

New October High For Tomato Juice



Nearly 2 million cases of tomato juice were bought for household consumption in October 1962. This represented a gain of 11 percent over a year earlier, and the largest October volume yet reported in this 14-year series. (See figures 7 and 11-14.)

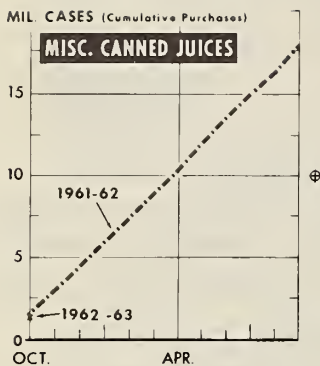
Nearly 16 percent of the Nation's families bought the juice in October, a gain of 1 percentage point over a year earlier. In addition, the average size of purchase also was larger.

Retail prices were down a little to a 3-year low of 26.4 cents per 46-ounce can. Consequently, tomato juice was the least expensive juice or drink reported in October. The amount consumers spent for it (\$4.9 million) was up 8 percent from a year earlier to 107 percent of the 1957-61 October average.

Purchases, prices, and expenditures for tomato juice have held rather close to 1957-61 averages for several years. Nevertheless, both purchases of and expenditures for the product are second only to frozen orange concentrate.

Miscellaneous Canned Juices Remain on Downtrend

Household use of miscellaneous canned juices such as apple, grape, tangerine, and blends (some containing



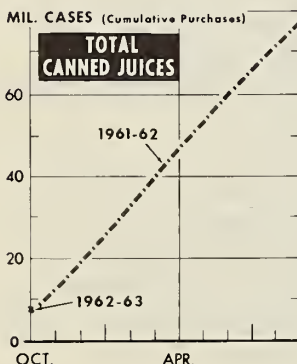
citrus), was down 10 percent or 162,000 cases in comparison with October 1961. There was a corresponding decline in the share of market from 8.5 percent to 7.1 percent. Retail movement of these products has been on a downtrend for about a year. (See table 11 and figures 11-14.)

The decline in movement reflected a decrease in the number of users to 15.9 percent of the Nation's families in October from 17.3 percent a year earlier. Also, the quantity purchased per buying family was smaller.

On the average, miscellaneous juices cost consumers 35.8 cents per 46-ounce can, only about one cent less than in the preceding October. Hence, these juices were more expensive per serving than frozen orange concentrate, whereas a year earlier, the orange product was the more costly.

With both purchases and prices down, consumer expenditures (\$4.6 million) were off 13 percent from October 1961.

Total Canned Juices Steady



In the aggregate, 6.6 million cases of canned single-strength juices were bought for home consumption in October 1962. This was about the same quantity reported for either a year or 2 years earlier. Both the proportion of families buying (40.7 percent) and the average size of purchase (2.8 cans) also held about the same. In contrast, the proportion of families buying frozen orange concentrate and chilled orange juice was up. (See tables 13 and 15 and figures 11-14.)

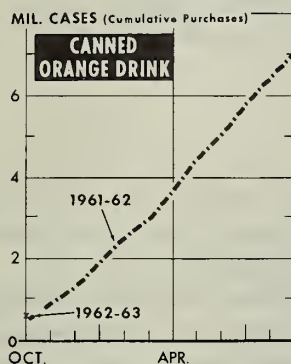
Canned juices accounted for only 33.7 percent of the juices and canned fruit drinks bought for household use in October. This was a loss of 2.5 percentage points in share of market from a year earlier.

Retail prices for canned juices averaged 33.2 cents per 46-ounce can -- 4 percent less than in the preceding October and the lowest reported for several years. Of reported juices and fruit drinks, only pineapple juice advanced in price over a year earlier. In contrast, canned orange juice was down 19 percent and other juices were down 3 to 7 percent.

Consumers spent about \$20.5 million for canned juices in October, a decrease of about 4 percent from the same month of 1961.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange Drink Sets New High



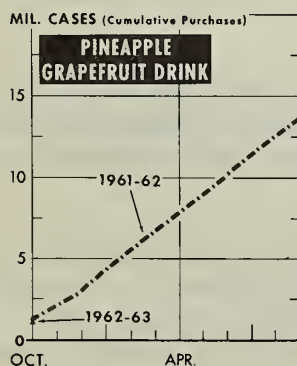
Household consumers bought 613,000 cases of canned orange drink in October. This was an increase of 34 percent -- 155,000 cases -- over a year earlier and a new high for the month. The index of purchases (1957-61 = 100) for October rose to 142 from 106 the year before. (See figure 8 and 11-14.)

Annual use of the product has been on the upturn in most years since purchases were first recorded in 1953. In this 8-year period, the index of purchases increased from 69 to 115. Prices also advanced, and the index of consumer expenditures was up even more, rising from 64 in 1952-53 to 119 in 1961-62.

Prices paid in retail outlets for orange drink averaged 30.7 cents per 46-ounce can in October, compared with 32 cents in the same month of 1961. Nevertheless, consumers spent \$1.8 million for the drink representing increases of 28 percent over October 1961 and 46 percent over the 1957-61 average.

The gain in retail movement over the preceding October was associated with a greater number of users, together with the largest size purchase per buying family yet reported.

Pineapple-grapefruit Drinks Holds At Year Earlier Level



Household consumers bought the same quantity of pineapple-grapefruit drink in October as in the corresponding month of 1961. The index of purchases, consequently, held at 119 percent of the 1958-61 October average. Retail movement of this product increased sharply through 1960-61, but purchases in most months since that time have been on the slow side. Thus total movement for 1961-62 was off 4 percent from the preceding year. (See table 9 and figures 11-14.)

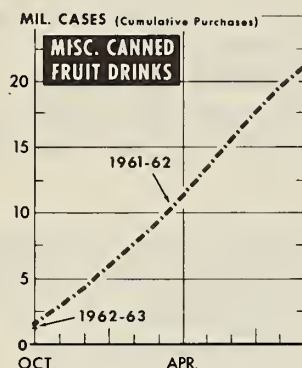
Retail prices of pineapple-grapefruit drink have been on the decline since 1958-59. The October 1962 price was down 1 cent from a year earlier to 26.5 cents per

46-ounce can, and was about the lowest recorded in this 7-year series.

About \$2.9 million was spent in retail markets for the product in October, 3 percent less than in the corresponding month of 1961. This was a continuation of the relatively low level of expenditures that persisted in most months of 1962.

Fewer families bought pineapple-grapefruit in October than a year earlier. This loss, however, was offset by an increase in the average size of purchase.

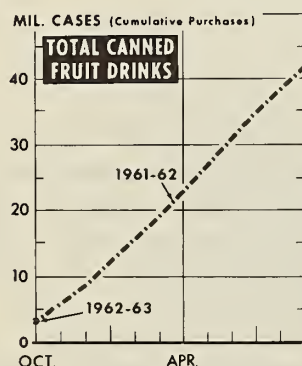
Miscellaneous Fruit Drinks Up Slightly



Household purchases of miscellaneous canned fruit drinks (canned noncarbonated ades, punches, and fruit drinks other than orange and pineapple-grapefruit) were up about 3 percent from October 1961. The gain was small in relation to those made by other products, consequently, the share of market dropped to 7.9 percent, the lowest reported for several years. (See table 12 and figures 11-14.)

Retail prices for these products averaged 33.9 cents per 46-ounce can, about the same as a year earlier. As a result of the increase in movement, however, consumer expenditures were up slightly to \$4.9 million.

Total Fruit Drinks Up Moderately



Total household purchases of canned fruit drinks increased 6.5 percent -- 203,000 cases -- over October 1961. This represented the heaviest October volume recorded in the 4 year these data are available. The gain reflected a greater number of buyers as well as a larger size of purchase. (See table 14 and figures 11-14.)

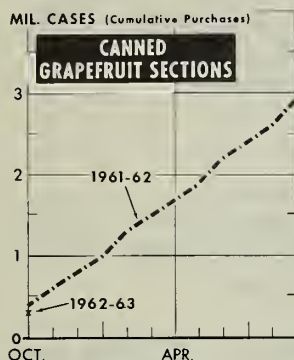
Canned fruit drinks accounted for 17 percent of all juices and fruit drinks bought for home consumption in October. This represented a somewhat smaller share of market than a year earlier.

Retail prices were down slightly from a year earlier to 30.7 cents per 46-ounce can. At this price, a 6-ounce serving cost 4 cents, the same as frozen orange concentrate but moderately less than paid for canned juices.

Consumer expenditures for canned fruit drinks were up about 5 percent from the preceding October to \$9.5 million.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Canned Grapefruit Sections Remain Slow



Purchases of canned grapefruit sections were down 20 percent from the heavy October 1961 volume and were down 8 percent from the 1957-61 average for the month. The decline was associated with fewer buyers as well as with a smaller size of purchase. (See figures 10-14.)

Retail prices averaged 20.1 cents per No. 303 can, about the same as in October 1961. As a result of the small volume of purchases, however, consumer expenditures were down substantially to 92 percent of the 1957-61 average for the month. This was a continuation of the relatively low level of expenditures that has persisted for several months.

Reporting Initiated On Refrigerated Citrus Salads and Sections

This is the first report on consumer purchases of refrigerated citrus salads and sections. Retail movement of these products totaled 311,000 gallons in October, with 1.8 percent of the Nation's families buying. (See table 15.)

Purchases of refrigerated orange and grapefruit sections accounted for about half (156,000 gallons) of the total volume. The size of purchase averaged 38-ounces among the 1 percent of families that bought. Prices paid averaged 63.6 cents per quart.

Retail movement of refrigerated grapefruit sections amounted to an estimated 14,000 gallons, with only 0.1 percent of families buying. Retail prices averaged 55.5 cents per 26-ounce jar.

Purchases of all other citrus salads amounted to 141,000 gallons. These products were bought by 0.8 percent of the Nation's families. Purchases averaged 40-ounces per buying family. Retail prices averaged 61.9 cents per quart, a little less than paid for orange and grapefruit sections.

FRESH ORANGES AND GRAPEFRUIT

Reporting resumed

The reporting of consumer purchases of fresh oranges and grapefruit, which was discontinued September 1959, is resumed with this issue of the CPFJ series. Data are not available for the intervening years.

Fresh Oranges Down Substantially

Household purchases of fresh oranges in October 1962 were off 44 percent in comparison with the same month of 1959. (See table 15.)

The drop in volume reflected fewer families buying as well as a smaller size purchase. Only 15.3 percent of families bought, compared with 25.5 percent 3 years earlier. And the average size purchase dropped to 18.4 oranges from 21.7 oranges in October 1959.

Retail prices averaged 62.4 cents per dozen, up 19 percent (9.8 cents) from October 1959. Nevertheless, because of the decline in the volume of purchases, consumer expenditures were down 33 percent (\$4 million) from 3 years earlier.

Expenditures for fresh oranges accounted for 21 percent of the \$37.6 spent in October for oranges, frozen orange concentrate, chilled orange juice, and canned orange juice. Expenditures for these four orange items amounted to \$39 million in October 1959, with fresh oranges accounting for 31 percent of that amount.

Fresh Grapefruit Also Down Sharply

The quantity of fresh grapefruit bought for home use in October was off 24 percent from October 1959. (See table 15.)

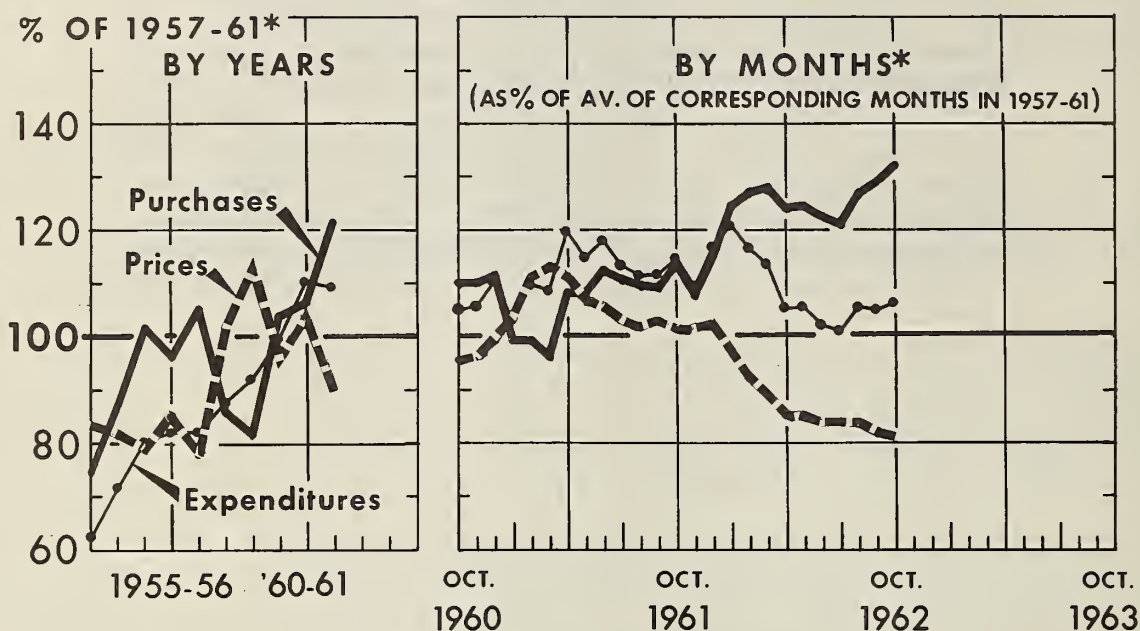
As for oranges, the loss in movement was attributed to fewer families buying along with a decline in the size of purchase to 7.4 from 8 grapefruit per buying family. The proportion of families buying was down to 17.1 percent of the Nation's families. This represented a loss of 5 percentage points, compared with a loss of 10 percentage points in the proportion buying oranges. As a result, grapefruit were eaten by more families in October than oranges.

This was the reverse of the pattern in October 1959, when oranges were used by the greater number of families.

Retail prices of fresh grapefruit were up 4 percent from three years earlier to 96.5 cents per dozen. Because of the decline in volume of purchases, however, consumer expenditures (\$5.6 million) were off 21 percent (\$1.5 million) from 3 years earlier. Expenditures for fresh grapefruit, canned grapefruit sections, and canned grapefruit juice amounted to \$9.2 million, 14 percent less than in October 1959. Fresh grapefruit accounted for 61 percent of October 1962 expenditures, compared with 66 percent of those made in October 1959.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

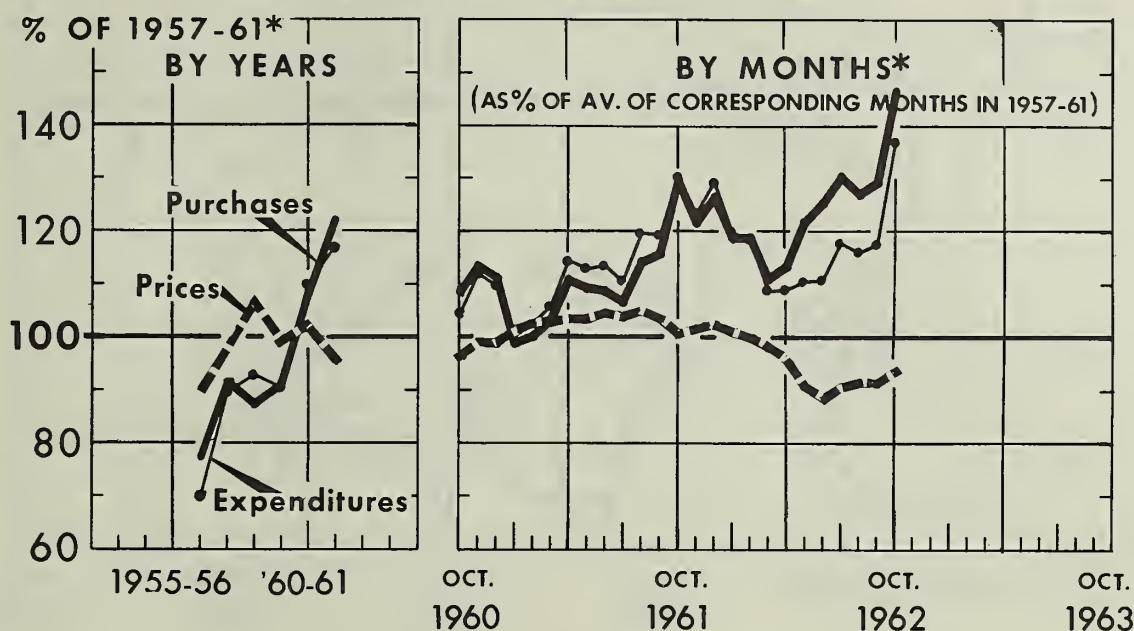
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per 6-ounce can | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 gals. | 1,000 gals. | 1,000 gals. | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 6,719 | 5,784 | 5,111 | 31.5 | 29.8 | 50 | 46 | 15.9 | 19.9 | 19.7 |
| Nov. | | 5,342 | 4,970 | | 28.2 | | 45 | | 20.2 | 19.9 |
| Dec. | | 5,728 | 4,996 | | 29.8 | | 46 | | 19.9 | 19.6 |
| Oct.-Dec. | | 16,854 | 15,077 | | | | | | | |
| Jan. | | 6,584 | 5,312 | | 31.3 | | 50 | | 19.0 | 19.6 |
| Feb. | | 6,582 | 5,207 | | 31.5 | | 50 | | 18.0 | 19.6 |
| Mar. | | 6,587 | 5,172 | | 31.1 | | 50 | | 17.4 | 19.6 |
| Jan.-Mar. | | 19,753 | 15,691 | | | | | | | |
| Apr. | | 6,363 | 5,147 | | 30.6 | | 49 | | 16.4 | 19.3 |
| May | | 6,123 | 4,941 | | 29.5 | | 49 | | 16.4 | 19.3 |
| June | | 5,776 | 4,740 | | 28.4 | | 48 | | 16.3 | 19.5 |
| Apr.-June | | 18,262 | 14,828 | | | | | | | |
| July | | 5,543 | 4,601 | | 27.2 | | 48 | | 16.4 | 19.6 |
| Aug. | | 5,779 | 4,580 | | 28.7 | | 47 | | 16.5 | 19.8 |
| Sep. | | 6,562 | 5,111 | | 31.3 | | 49 | | 16.0 | 19.6 |
| July-Sept. | | 17,884 | 14,292 | | | | | | | |
| Season | | 72,753 | 59,888 | | | | | | 17.7 | 19.6 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

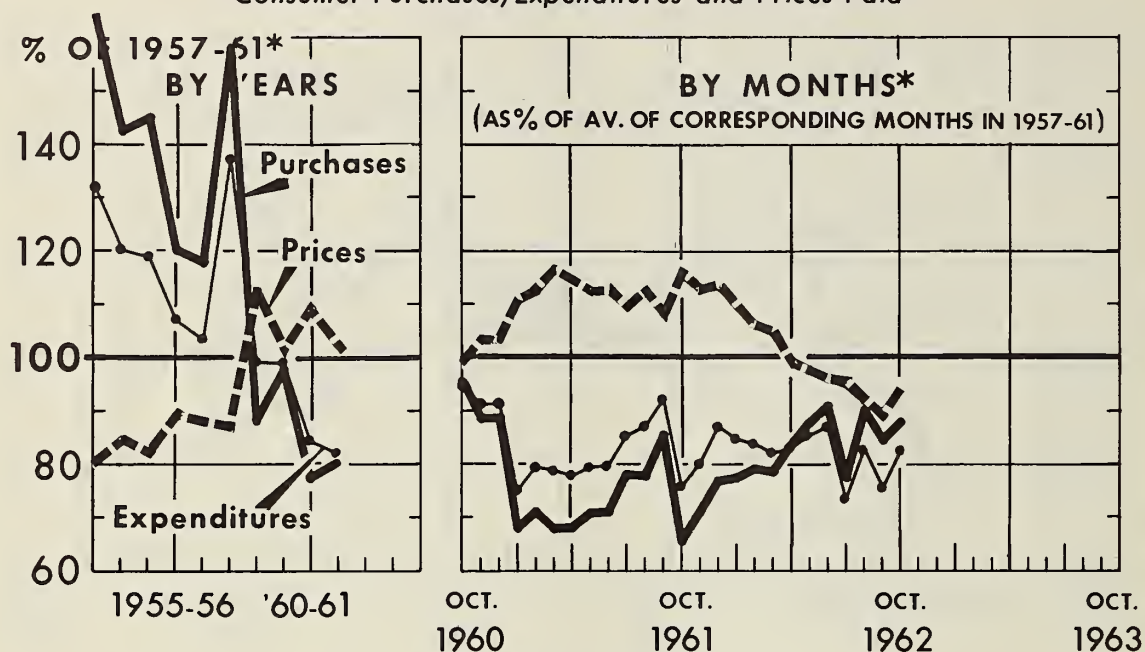
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per quart | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 gals. | 1,000 gals. | 1,000 gals. | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 2,849 | 2,521 | 1,950 | 6.0 | 5.0 | 112 | 119 | 37.1 | 39.9 | 39.7 |
| Nov. | | 2,448 | 2,017 | | 5.1 | | 114 | | 40.8 | 40.2 |
| Dec. | | 2,410 | 1,911 | | 5.1 | | 111 | | 40.9 | 40.0 |
| Oct.-Dec. | | 7,379 | 5,878 | | | | | | | |
| Jan. | | 2,489 | 2,098 | | 5.7 | | 104 | | 39.4 | 39.1 |
| Feb. | | 2,713 | 2,288 | | 6.0 | | 106 | | 38.6 | 38.7 |
| Mar. | | 2,511 | 2,267 | | 5.6 | | 107 | | 38.8 | 39.6 |
| Jan.-Mar. | | 7,713 | 6,653 | | | | | | | |
| Apr. | | 2,532 | 2,239 | | 5.8 | | 103 | | 37.8 | 39.3 |
| May | | 2,840 | 2,339 | | 6.3 | | 106 | | 35.1 | 38.7 |
| June | | 2,863 | 2,291 | | 6.2 | | 108 | | 33.9 | 38.3 |
| Apr.-June | | 8,235 | 6,869 | | | | | | | |
| July | | 2,681 | 2,064 | | 6.2 | | 101 | | 35.4 | 39.1 |
| Aug. | | 2,408 | 1,901 | | 5.6 | | 100 | | 36.2 | 39.6 |
| Sep. | | 2,544 | 1,974 | | 5.9 | | 102 | | 36.1 | 39.6 |
| July-Sept. | | 7,633 | 5,939 | | | | | | | |
| Season | | 30,960 | 25,339 | | | | | | 37.6 | 39.3 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

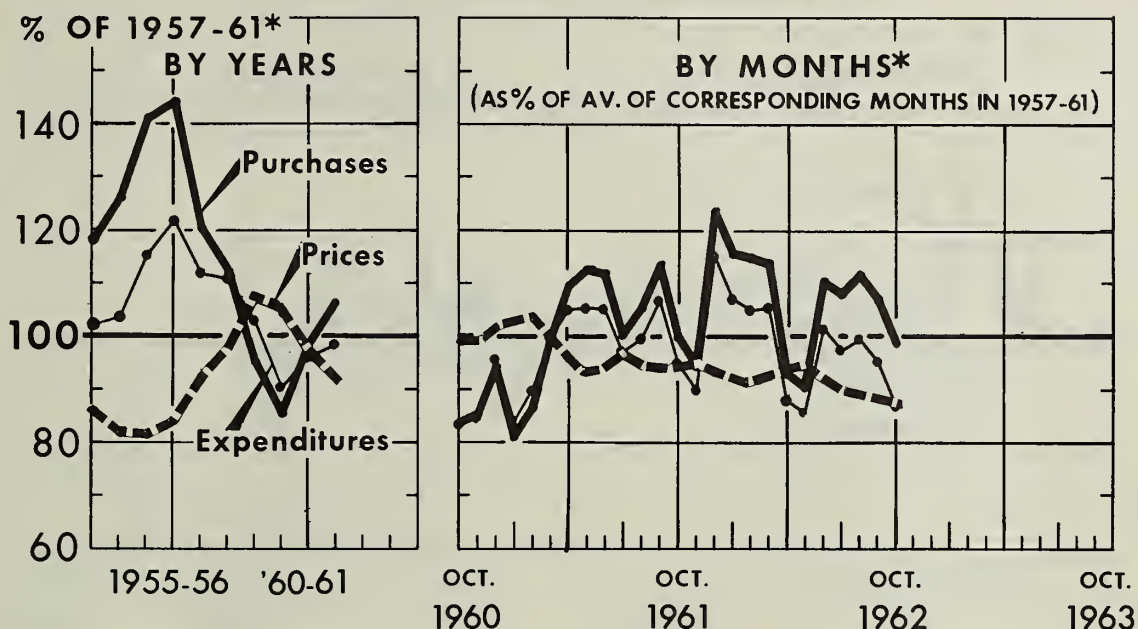
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per 46-ounce can | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 749 | 559 | 852 | 6.3 | 5.1 | 94 | 88 | 35.5 | 43.6 | 37.8 |
| Nov. | | 574 | 808 | | 5.3 | | 88 | | 42.4 | 37.7 |
| Dec. | | 579 | 754 | | 5.2 | | 89 | | 43.1 | 38.1 |
| Oct.-Dec. | | 1,712 | 2,414 | | | | | | | |
| Jan. | | 690 | 892 | | 6.3 | | 87 | | 40.5 | 37.0 |
| Feb. | | 719 | 909 | | 6.2 | | 92 | | 39.7 | 37.5 |
| Mar. | | 718 | 915 | | 5.9 | | 97 | | 39.2 | 37.5 |
| Jan.-Mar. | | 2,127 | 2,716 | | | | | | | |
| Apr. | | 736 | 881 | | 5.8 | | 101 | | 37.5 | 37.8 |
| May | | 734 | 838 | | 6.0 | | 97 | | 36.9 | 37.9 |
| June | | 731 | 806 | | 6.0 | | 96 | | 36.1 | 37.7 |
| Apr.-June | | 2,201 | 2,525 | | | | | | | |
| July | | 592 | 764 | | 5.1 | | 91 | | 36.5 | 38.5 |
| Aug. | | 638 | 708 | | 5.6 | | 90 | | 35.8 | 39.0 |
| Sep. | | 599 | 709 | | 5.3 | | 89 | | 35.7 | 39.9 |
| July-Sept. | | 1,829 | 2,181 | | | | | | | |
| Season | | 7,869 | 9,836 | | | | | | 38.8 | 38.0 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

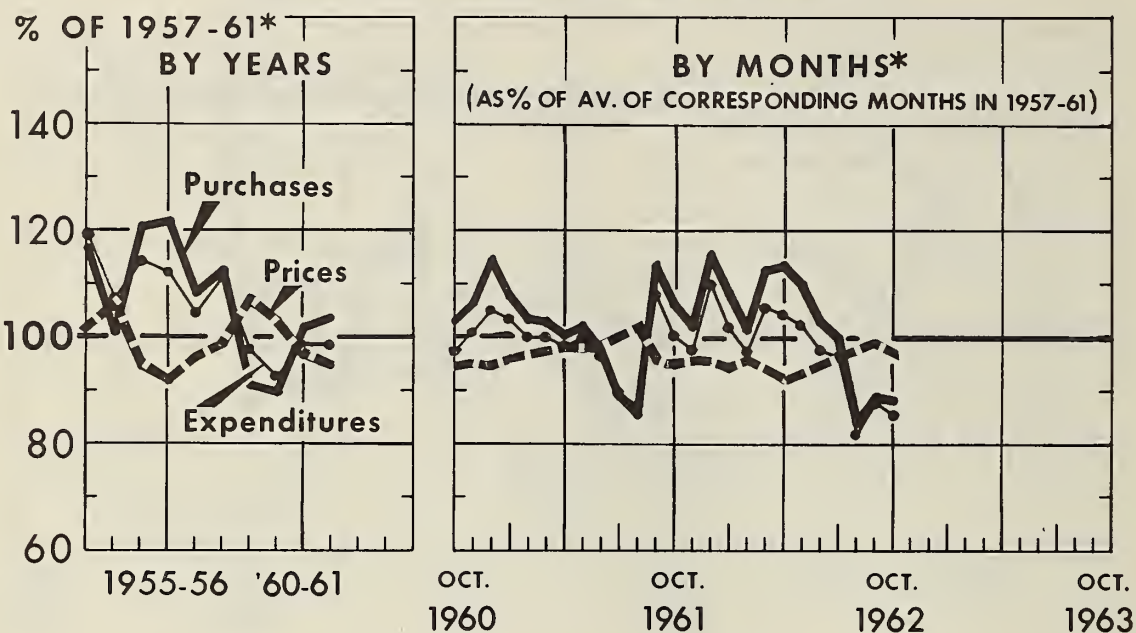
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per 46-ounce can | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 765 | 774 | 772 | 5.8 | 5.7 | 104 | 108 | 26.6 | 28.7 | 30.3 |
| Nov. | | 647 | 683 | | 5.1 | | 101 | | 29.2 | 30.7 |
| Dec. | | 796 | 643 | | 5.7 | | 113 | | 28.4 | 30.4 |
| Oct.-Dec. | | 2,217 | 2,098 | | | | | | | |
| Jan. | | 876 | 755 | | 6.3 | | 110 | | 27.8 | 30.1 |
| Feb. | | 823 | 715 | | 5.9 | | 111 | | 27.8 | 30.4 |
| Mar. | | 841 | 738 | | 5.9 | | 114 | | 27.9 | 30.1 |
| Jan.-Mar. | | 2,540 | 2,208 | | | | | | | |
| Apr. | | 740 | 793 | | 5.4 | | 109 | | 27.5 | 29.1 |
| May | | 708 | 781 | | 4.8 | | 118 | | 27.3 | 28.9 |
| June | | 790 | 714 | | 5.6 | | 111 | | 26.9 | 29.2 |
| Apr.-June | | 2,238 | 2,288 | | | | | | | |
| July | | 685 | 632 | | 4.9 | | 111 | | 27.3 | 30.3 |
| Aug. | | 764 | 683 | | 5.3 | | 114 | | 26.7 | 29.9 |
| Sep. | | 712 | 663 | | 5.2 | | 108 | | 26.9 | 30.3 |
| July-Sept. | | 2,161 | 1,978 | | | | | | | |
| Season | | 9,156 | 8,572 | | | | | | 27.7 | 30.0 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 4.32 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

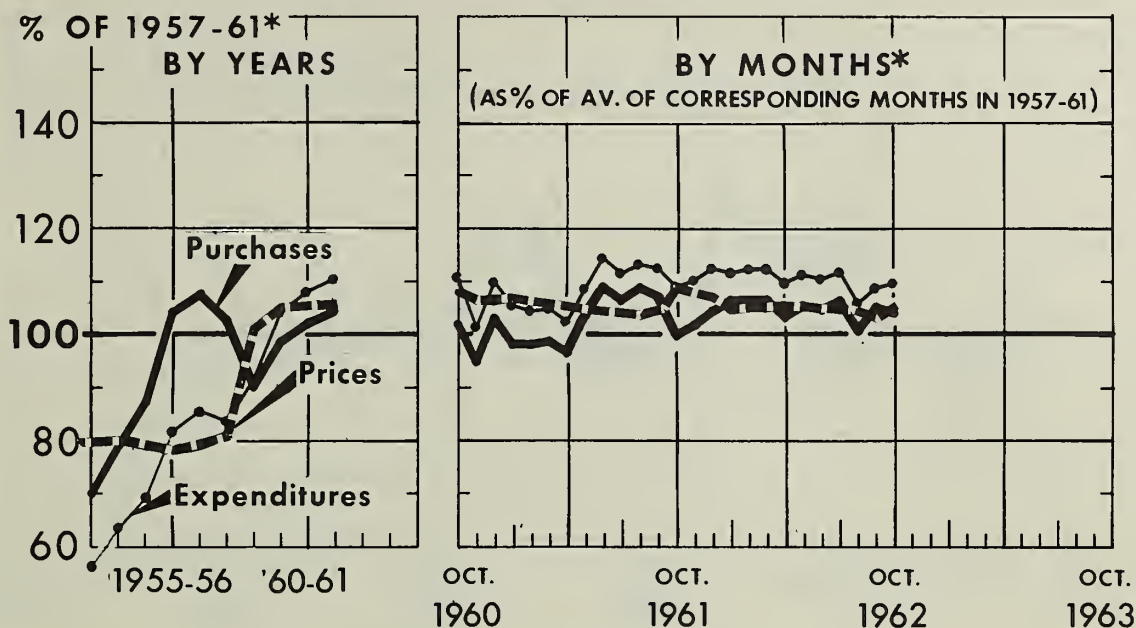
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

| Period 1/ | Total purchases | | | Proportion of | | Purchase per | | Prices paid per | | |
|------------|-----------------|-----------|-----------------|---------------|-----------|--------------|-----------|-----------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | cases | cases | cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 1,038 | 1,251 | 1,178 | 8.3 | 9.0 | 98 | 111 | 28.3 | 27.6 | 29.2 |
| Nov. | | 1,158 | 1,135 | | 9.5 | | 98 | | 27.9 | 29.2 |
| Dec. | | 1,275 | 1,106 | | 10.1 | | 101 | | 28.3 | 29.7 |
| Oct.-Dec. | | 3,684 | 3,419 | | | | | | | |
| Jan. | | 1,262 | 1,165 | | 10.1 | | 100 | | 27.7 | 29.5 |
| Feb. | | 1,182 | 1,164 | | 10.2 | | 92 | | 28.4 | 29.7 |
| Mar. | | 1,301 | 1,156 | | 10.2 | | 102 | | 28.0 | 29.8 |
| Jan.-Mar. | | 3,745 | 3,485 | | | | | | | |
| Apr. | | 1,257 | 1,108 | | 10.1 | | 98 | | 27.4 | 29.8 |
| May | | 1,234 | 1,123 | | 9.7 | | 101 | | 27.3 | 29.4 |
| June | | 1,092 | 1,061 | | 8.6 | | 101 | | 28.0 | 29.6 |
| Apr.-June | | 3,583 | 3,292 | | | | | | | |
| July | | 1,020 | 1,023 | | 8.0 | | 101 | | 28.9 | 30.0 |
| Aug. | | 875 | 1,042 | | 7.5 | | 92 | | 28.8 | 29.6 |
| Sep. | | 957 | 1,079 | | 7.6 | | 99 | | 28.8 | 29.1 |
| July-Sept. | | 2,852 | 3,144 | | | | | | | |
| Season | | 13,864 | 13,340 | | | | | | 28.0 | 29.5 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

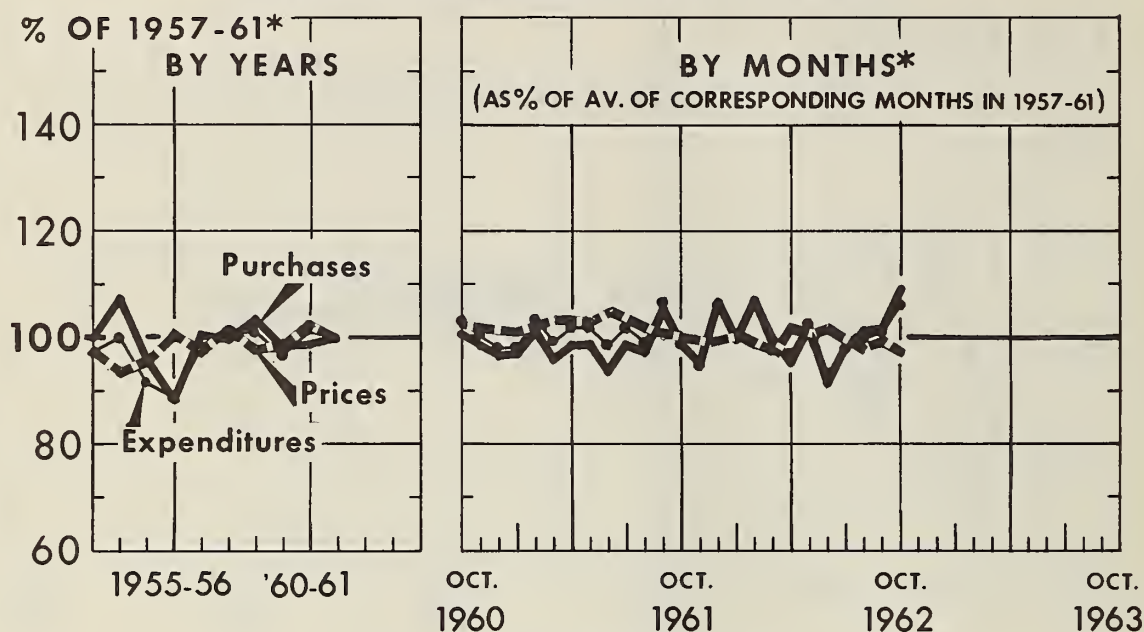
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per | | |
|------------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | cases | cases | cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 660 | 634 | 632 | 6.9 | 6.5 | 76 | 78 | 42.1 | 43.5 | 39.9 |
| Nov. | | 611 | 598 | | 6.3 | | 78 | | 43.8 | 40.5 |
| Dec. | | 628 | 599 | | 6.7 | | 75 | | 43.9 | 40.8 |
| Oct.-Dec. | | 1,873 | 1,829 | | | | | | | |
| Jan. | | 697 | 652 | | 7.0 | | 80 | | 42.9 | 40.9 |
| Feb. | | 699 | 653 | | 7.6 | | 73 | | 43.6 | 41.4 |
| Mar. | | 700 | 654 | | 7.5 | | 74 | | 43.7 | 41.5 |
| Jan.-Mar. | | 2,096 | 1,959 | | | | | | | |
| Apr. | | 625 | 602 | | 7.0 | | 70 | | 44.2 | 41.7 |
| May | | 643 | 607 | | 6.7 | | 76 | | 44.1 | 41.8 |
| June | | 631 | 600 | | 6.5 | | 76 | | 43.9 | 41.7 |
| Apr.-June | | 1,899 | 1,809 | | | | | | | |
| July | | 610 | 571 | | 6.2 | | 78 | | 43.8 | 41.7 |
| Aug. | | 576 | 569 | | 6.1 | | 75 | | 43.6 | 41.6 |
| Sep. | | 636 | 602 | | 6.4 | | 79 | | 43.1 | 41.7 |
| July-Sept. | | 1,822 | 1,742 | | | | | | | |
| Season | | 7,690 | 7,339 | | | | | | 43.7 | 41.3 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

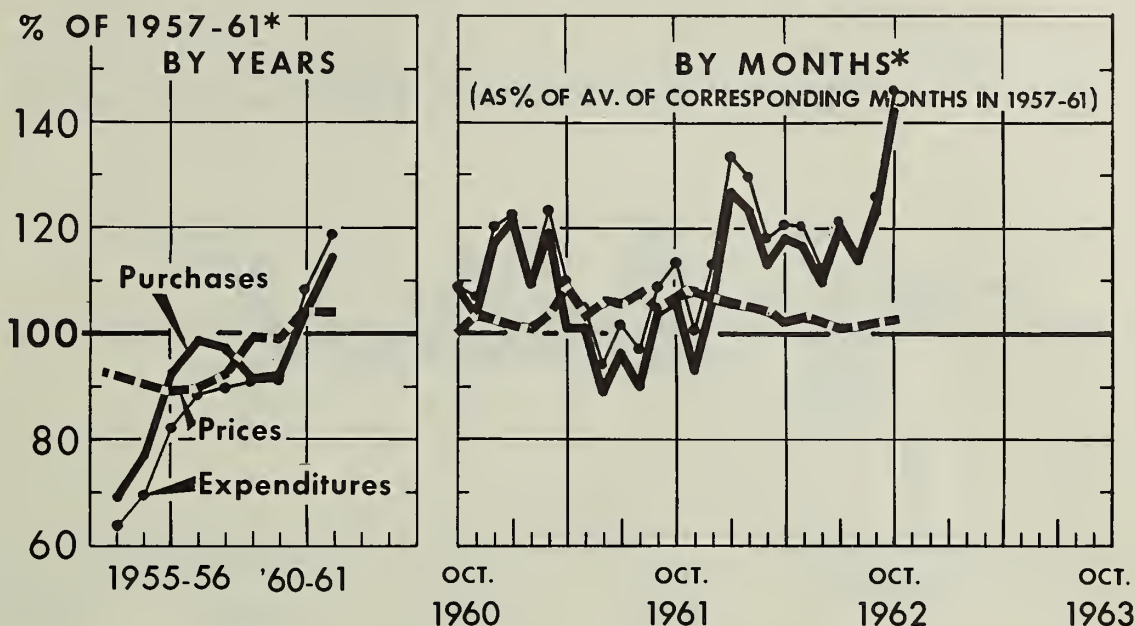
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per 46-ounce can | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 1,973 | 1,780 | 1,800 | 15.8 | 14.8 | 99 | 97 | 26.4 | 27.1 | 27.1 |
| Nov. | | 1,766 | 1,854 | | 15.4 | | 92 | | 27.3 | 27.4 |
| Dec. | | 1,744 | 1,632 | | 15.3 | | 92 | | 28.0 | 28.1 |
| Oct.-Dec. | | 5,290 | 5,286 | | | | | | | |
| Jan. | | 1,926 | 1,926 | | 16.7 | | 92 | | 28.3 | 28.1 |
| Feb. | | 2,072 | 1,931 | | 17.2 | | 96 | | 27.8 | 28.1 |
| Mar. | | 1,930 | 1,930 | | 16.5 | | 94 | | 27.0 | 27.6 |
| Jan.-Mar. | | 5,928 | 5,787 | | | | | | | |
| Apr. | | 1,797 | 1,879 | | 15.4 | | 92 | | 28.2 | 27.7 |
| May | | 1,832 | 1,791 | | 15.4 | | 94 | | 27.8 | 27.6 |
| June | | 1,561 | 1,700 | | 13.9 | | 89 | | 28.5 | 28.0 |
| Apr.-June | | 5,190 | 5,370 | | | | | | | |
| July | | 1,509 | 1,530 | | 13.6 | | 88 | | 28.2 | 28.3 |
| Aug. | | 1,525 | 1,501 | | 13.2 | | 91 | | 27.5 | 27.9 |
| Sep. | | 1,621 | 1,588 | | 13.6 | | 95 | | 27.3 | 27.5 |
| July-Sept. | | 4,655 | 4,619 | | | | | | | |
| Season | | 21,063 | 21,062 | | | | | | 27.7 | 27.8 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

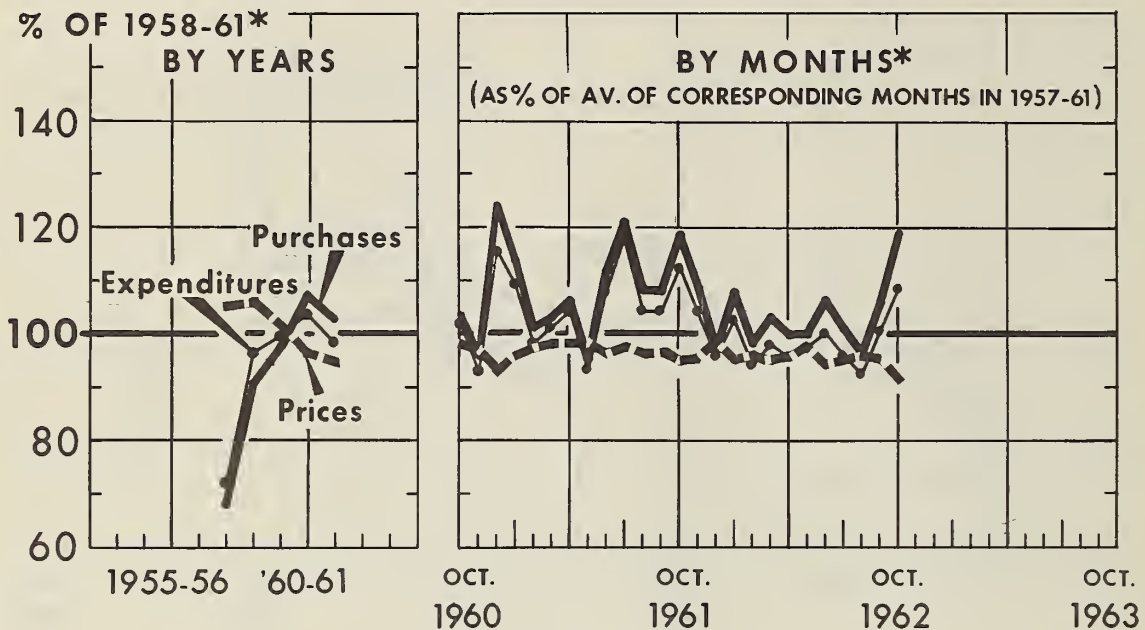
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per 46-ounce can | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 613 | 458 | 432 | 3.9 | 3.3 | 125 | 110 | 30.7 | 32.0 | 29.9 |
| Nov. | | 400 | 429 | | 2.8 | | 113 | | 32.7 | 30.3 |
| Dec. | | 423 | 398 | | 3.0 | | 113 | | 32.8 | 30.8 |
| Oct.-Dec. | | 1,281 | 1,259 | | | | | | | |
| Jan. | | 656 | 518 | | 4.5 | | 115 | | 32.3 | 30.6 |
| Feb. | | 579 | 470 | | 3.9 | | 118 | | 32.9 | 31.3 |
| Mar. | | 534 | 472 | | 3.7 | | 116 | | 32.4 | 31.1 |
| Jan.-Mar. | | 1,769 | 1,460 | | | | | | | |
| Apr. | | 670 | 568 | | 4.7 | | 114 | | 31.2 | 30.5 |
| May | | 650 | 558 | | 4.6 | | 113 | | 31.3 | 30.4 |
| June | | 650 | 592 | | 4.6 | | 112 | | 30.4 | 29.7 |
| Apr.-June | | 1,970 | 1,718 | | | | | | | |
| July | | 741 | 619 | | 5.2 | | 113 | | 30.1 | 29.7 |
| Aug. | | 616 | 541 | | 4.5 | | 108 | | 30.0 | 29.6 |
| Sep. | | 579 | 471 | | 3.9 | | 118 | | 31.0 | 30.3 |
| July-Sept. | | 1,936 | 1,631 | | | | | | | |
| Season | | 6,956 | 6,068 | | | | | | 31.5 | 30.3 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

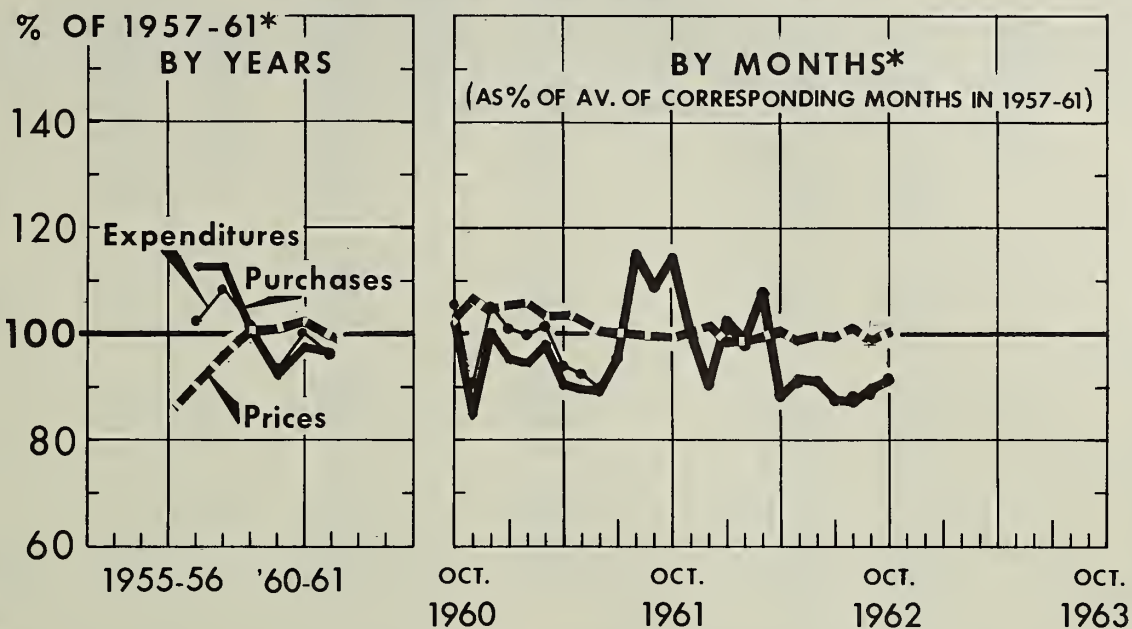
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period ^{1/} | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per 46-ounce can | | |
|----------------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1958-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1958-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 1,159 | 1,156 | 976 | 7.5 | 7.9 | 122 | 117 | 26.5 | 27.5 | 29.0 |
| Nov. | | 970 | 892 | | 7.2 | | 109 | | 28.0 | 29.3 |
| Dec. | | 875 | 900 | | 6.3 | | 112 | | 28.3 | 28.8 |
| Oct.-Dec. | | 3,001 | 2,768 | | | | | | | |
| Jan. | | 1,233 | 1,145 | | 7.8 | | 126 | | 27.2 | 28.6 |
| Feb. | | 1,238 | 1,259 | | 8.2 | | 120 | | 27.1 | 28.3 |
| Mar. | | 1,255 | 1,218 | | 7.7 | | 129 | | 26.8 | 28.2 |
| Jan.-Mar. | | 3,726 | 3,622 | | | | | | | |
| Apr. | | 1,153 | 1,154 | | 7.5 | | 122 | | 27.0 | 28.2 |
| May | | 1,120 | 1,120 | | 7.4 | | 120 | | 27.5 | 28.2 |
| June | | 1,249 | 1,176 | | 7.6 | | 130 | | 26.4 | 28.0 |
| Apr.-June | | 3,522 | 3,450 | | | | | | | |
| July | | 1,253 | 1,240 | | 8.0 | | 124 | | 26.4 | 27.8 |
| Aug. | | 1,067 | 1,108 | | 6.8 | | 124 | | 26.9 | 28.0 |
| Sep. | | 1,077 | 1,017 | | 6.9 | | 123 | | 27.0 | 28.4 |
| July-Sept. | | 3,397 | 3,365 | | | | | | | |
| Season | | 13,646 | 13,205 | | | | | | 27.1 | 28.4 |

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of families buying | | Purchase per buying family | | Prices paid per No. 303 can | | |
|------------|-----------------|-------------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------------|-----------|-----------------|
| | 1962-1963 | 1961-1962 | Average 1957-61 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | 1962-1963 | 1961-1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 28.5 | 357 | 311 | 4.5 | 5.3 | 55 | 60 | 20.1 | 19.8 | 20.0 |
| Nov. | | 251 | 249 | | 3.7 | | 61 | | 20.2 | 20.3 |
| Dec. | | 174 | 192 | | 3.2 | | 49 | | 20.8 | 20.5 |
| Oct.-Dec. | | 782 | 752 | | | | | | | |
| Jan. | | 252 | 245 | | 4.0 | | 56 | | 19.9 | 20.2 |
| Feb. | | 237 | 239 | | 3.7 | | 56 | | 20.0 | 20.2 |
| Mar. | | 244 | 225 | | 3.7 | | 58 | | 20.3 | 20.4 |
| Jan.-Mar. | | 733 | 709 | | | | | | | |
| Apr. | | 201 | 227 | | 3.5 | | 50 | | 20.4 | 20.3 |
| May | | 214 | 233 | | 3.6 | | 53 | | 20.2 | 20.4 |
| June | | 233 | 255 | | 3.6 | | 58 | | 20.5 | 20.5 |
| Apr.-June | | 648 | 715 | | | | | | | |
| July | | 232 | 264 | | 3.7 | | 55 | | 20.6 | 20.7 |
| Aug. | | 221 | 253 | | 3.5 | | 56 | | 20.7 | 20.4 |
| Sep. | | 256 | 284 | | 3.8 | | 60 | | 20.1 | 20.4 |
| July-Sept. | | 709 | 801 | | | | | | | |
| Season | | 2,872 | 2,977 | | | | | | 20.3 | 20.4 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

| Period 2/ | Total purchases | | | Proportion of | | Purchase per | | Prices paid per | | |
|------------|-----------------|----------------|--------------------|-----------------|---------------|---------------|---------------|-----------------|---------------|--------------------|
| | | | | families buying | | buying family | | 46-ounce can | | |
| | 1962- 1963 | 1961- 1962 | Average 1957-61 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 1,380 | 1,542 | 1,498 | 15.9 | 17.3 | 68 | 72 | 35.8 | 36.9 | --- |
| Nov. | | 1,416 | 1,416 | | 16.9 | | 67 | | 36.8 | --- |
| Dec. | | 1,416 | 1,417 | | 17.2 | | 66 | | 36.7 | --- |
| Oct.-Dec. | | 4,374 | 4,331 | | | | | | | |
| Jan. | | 1,505 | 1,540 | | 17.5 | | 68 | | 36.7 | --- |
| Feb. | | 1,479 | 1,569 | | 18.0 | | 66 | | 36.1 | --- |
| Mar. | | 1,465 | 1,622 | | 17.5 | | 67 | | 36.1 | --- |
| Jan.-Mar. | | 4,449 | 4,731 | | | | | | | |
| Apr. | | 1,511 | 1,611 | | 17.5 | | 68 | | 36.1 | --- |
| May | | 1,594 | 1,678 | | 18.8 | | 67 | | 34.6 | --- |
| June | | 1,544 | 1,573 | | 18.6 | | 66 | | 35.1 | --- |
| Apr.-June | | 4,649 | 4,862 | | | | | | | |
| July | | 1,480 | 1,494 | | 17.8 | | 66 | | 35.0 | --- |
| Aug. | | 1,477 | 1,390 | | 17.6 | | 66 | | 34.6 | --- |
| Sep. | | 1,357 | 1,355 | | 16.6 | | 65 | | 34.7 | --- |
| July-Sept. | | 4,314 | 4,239 | | | | | | | |
| Season | | 17,786 | 18,163 | | | | | | 35.8 | --- |

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

| Period 2/ | Total purchases | | | Proportion of | | Purchase per | | Prices paid per | | |
|------------|-----------------|----------------|--------------------|-----------------|---------------|---------------|---------------|-----------------|---------------|--------------------|
| | | | | families buying | | buying family | | 46-ounce can | | |
| | 1962- 1963 | 1961- 1962 | Average 1959-61 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | Average 1959-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 1,532 | 1,487 | 1,449 | 10.9 | 10.9 | 111 | 109 | 33.9 | 34.0 | 34.7 |
| Nov. | | 1,366 | 1,322 | | 11.0 | | 100 | | 35.1 | 35.2 |
| Dec. | | 1,404 | 1,326 | | 10.9 | | 103 | | 35.1 | 35.1 |
| Oct.-Dec. | | 4,257 | 4,097 | | | | | | | |
| Jan. | | 1,634 | 1,467 | | 12.5 | | 104 | | 34.6 | 34.9 |
| Feb. | | 1,688 | 1,571 | | 12.3 | | 109 | | 34.8 | 34.8 |
| Mar. | | 1,812 | 1,609 | | 12.1 | | 119 | | 34.6 | 34.8 |
| Jan.-Mar. | | 5,134 | 4,647 | | | | | | | |
| Apr. | | 1,885 | 1,764 | | 13.7 | | 109 | | 34.5 | 34.6 |
| May | | 2,230 | 2,031 | | 14.9 | | 119 | | 33.9 | 33.9 |
| June | | 2,124 | 2,166 | | 14.6 | | 115 | | 33.7 | 33.8 |
| Apr.-June | | 6,239 | 5,961 | | | | | | | |
| July | | 2,060 | 2,021 | | 14.5 | | 112 | | 33.2 | 33.4 |
| Aug. | | 1,823 | 1,821 | | 13.0 | | 111 | | 33.4 | 33.7 |
| Sep. | | 1,727 | 1,709 | | 11.9 | | 114 | | 33.8 | 33.9 |
| July-Sept. | | 5,610 | 5,551 | | | | | | | |
| Season | | 21,240 | 20,256 | | | | | | 34.2 | 34.3 |

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of | | Purchase per | | Prices paid per | | |
|------------|-----------------|----------------|--------------------|-----------------|---------------|---------------|---------------|-----------------|---------------|--------------------|
| | | | | families buying | | buying family | | 46-ounce can | | |
| | 1962- 1963 | 1961- 1962 | Average 1957-61 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | Average 1957-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 6,565 | 6,540 | 6,732 | 40.7 | 40.5 | 127 | 130 | 33.2 | 34.5 | --- |
| Nov. | | 6,172 | 6,495 | | 40.5 | | 122 | | 34.7 | --- |
| Dec. | | 6,438 | 6,152 | | 41.5 | | 124 | | 34.8 | --- |
| Oct.-Dec. | | 19,150 | 19,379 | | | | | | | |
| Jan. | | 6,956 | 6,931 | | 47.8 | | 116 | | 34.5 | --- |
| Feb. | | 6,974 | 6,940 | | 44.3 | | 126 | | 34.4 | --- |
| Mar. | | 6,955 | 7,015 | | 43.3 | | 128 | | 34.1 | --- |
| Jan.-Mar. | | 20,885 | 20,886 | | | | | | | |
| Apr. | | 6,666 | 6,875 | | 42.3 | | 125 | | 34.1 | --- |
| May | | 6,745 | 6,817 | | 42.6 | | 126 | | 33.6 | --- |
| June | | 6,349 | 6,454 | | 41.8 | | 120 | | 34.1 | --- |
| Apr.-June | | 19,760 | 20,146 | | | | | | | |
| July | | 5,896 | 6,013 | | 39.5 | | 118 | | 34.4 | --- |
| Aug. | | 5,855 | 5,892 | | 38.4 | | 121 | | 33.7 | --- |
| Sep. | | 5,882 | 5,995 | | 38.4 | | 121 | | 33.8 | --- |
| July-Sept. | | 17,633 | 17,900 | | | | | | | |
| Season | | 77,428 | 78,311 | | | | | | 34.2 | --- |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

| Period 1/ | Total purchases | | | Proportion of | | Purchase per | | Prices paid per | | |
|------------|-----------------|----------------|--------------------|-----------------|---------------|---------------|---------------|-----------------|---------------|--------------------|
| | | | | families buying | | buying family | | 46-ounce can | | |
| | 1962- 1963 | 1961- 1962 | Average 1959-61 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | 1962- 1963 | 1961- 1962 | Average 1959-61 |
| | 1,000 cases | 1,000 cases | 1,000 cases | Percent | Percent | Ounces | Ounces | Cents | Cents | Cents |
| Oct. | 3,304 | 3,101 | 2,858 | 18.9 | 18.7 | 138 | 133 | 30.7 | 31.3 | 32.0 |
| Nov. | | 2,736 | 2,577 | | 18.2 | | 121 | | 32.2 | 32.8 |
| Dec. | | 2,702 | 2,635 | | 17.6 | | 123 | | 32.5 | 32.3 |
| Oct.-Dec. | | 8,539 | 8,070 | | | | | | | |
| Jan. | | 3,523 | 3,235 | | 21.4 | | 131 | | 31.6 | 31.8 |
| Feb. | | 3,505 | 3,362 | | 20.5 | | 136 | | 31.8 | 31.9 |
| Mar. | | 3,601 | 3,408 | | 20.0 | | 143 | | 31.6 | 31.7 |
| Jan.-Mar. | | 10,629 | 10,005 | | | | | | | |
| Apr. | | 3,708 | 3,558 | | 21.3 | | 138 | | 31.6 | 31.7 |
| May | | 4,000 | 3,758 | | 22.3 | | 142 | | 31.7 | 31.7 |
| June | | 4,023 | 4,027 | | 22.5 | | 142 | | 30.9 | 31.3 |
| Apr.-June | | 11,731 | 11,343 | | | | | | | |
| July | | 4,054 | 4,007 | | 22.6 | | 142 | | 30.5 | 30.8 |
| Aug. | | 3,506 | 3,486 | | 20.0 | | 139 | | 30.8 | 31.1 |
| Sep. | | 3,383 | 3,233 | | 19.1 | | 140 | | 31.2 | 31.5 |
| July-Sept. | | 10,943 | 10,726 | | | | | | | |
| Season | | 41,842 | 40,144 | | | | | | 31.4 | 31.7 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

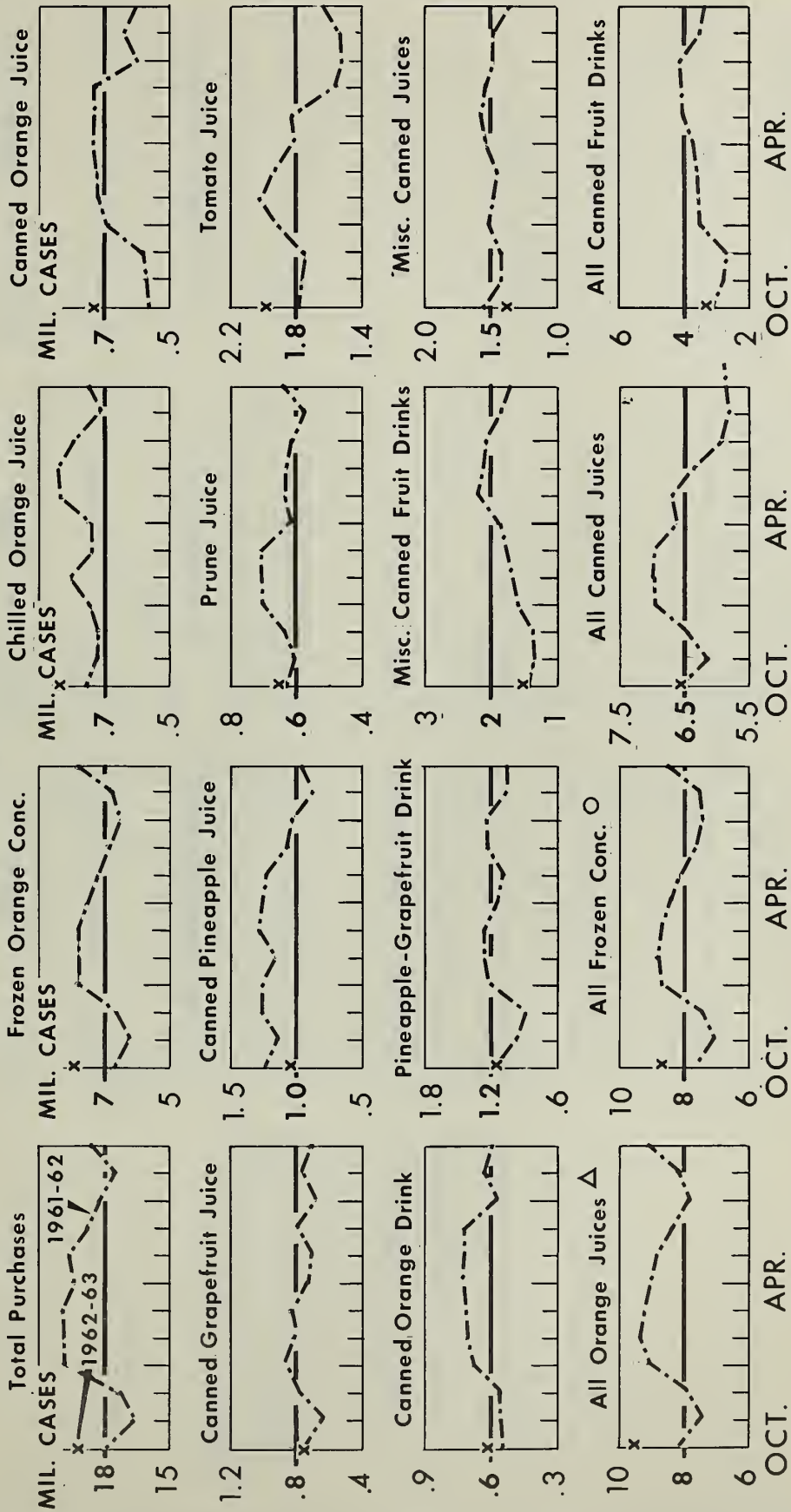
Table 15.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, October 1962 with comparisons 1/

| Commodity | Total purchases | | | Proportion | | Purchases per buying family | | | Average price paid | |
|---|-----------------|--------|-------------|---------------|-------------|-----------------------------|---------------|-------------|----------------------|---------------|
| | : Share of | | | : of families | | : Average size : Quantity | | | : per specified unit | |
| | Volume | Pct. | Oct. : 1961 | Pct. | Oct. : 1961 | Number | : of purchase | : per month | Unit | : 1962 : 1961 |
| | Oct. : 1961 | Change | 1962 : 1961 | Oct. : 1961 | 1962 : 1961 | Oct. : 1961 | Oct. : 1961 | Oct. : 1961 | Oct. : 1961 | Oct. : 1961 |
| FROZEN CONCENTRATED JUICES | 1,000 | | | | | | | | | |
| Orange | 6,719 | +16 | 40.9 | 38.0 | 31.5 | 29.8 | 1.9 | 2.0 | 46 | 15.9 |
| Miscellaneous | 675 | - 2 | 4.1 | 4.5 | --- | --- | --- | --- | 6 | 18.2 |
| Total frozen concentrates | 7,394 | +14 | 45.0 | 42.5 | --- | --- | --- | --- | (*) | 4.0 |
| CHILLED ORANGE JUICE | 2,849 | +13 | 4.3 | 4.1 | 6.0 | 5.0 | 2.7 | 2.9 | 119 | 37.1 |
| CANNED SINGLE-STRENGTH JUICES | 1,000 | | | | | | | | | |
| Orange | 749 | +34 | 3.9 | 3.1 | 6.3 | 5.1 | 1.6 | 1.6 | 88 | 35.5 |
| Grapefruit | 765 | - 1 | 3.9 | 4.3 | 5.8 | 5.7 | 1.3 | 1.5 | 108 | 26.6 |
| Pineapple | 1,038 | -17 | 5.3 | 6.9 | 8.3 | 9.0 | 1.4 | 1.4 | 111 | 28.3 |
| Prune | 666 | + 4 | 3.4 | 3.5 | 6.9 | 6.5 | 1.8 | 1.9 | 78 | 42.1 |
| Tomato | 1,973 | +11 | 10.1 | 9.9 | 15.8 | 14.8 | 1.5 | 1.5 | 99 | 26.4 |
| Miscellaneous | 1,380 | -11 | 7.1 | 8.5 | 15.9 | 17.3 | 1.8 | 1.7 | 72 | 35.8 |
| Total canned juices | 6,565 | +0.4 | 33.7 | 36.2 | 40.7 | 40.5 | 2.3 | 2.3 | 130 | 4.3 |
| CANNED SINGLE-STRENGTH FRUIT DRINKS | | | | | | | | | | |
| Orange | 613 | +34 | 3.1 | 2.6 | 3.9 | 3.3 | 1.5 | 1.4 | 110 | 30.7 |
| Pineapple-grapefruit | 1,159 | --- | 6.0 | 6.4 | 7.5 | 7.9 | 1.4 | 1.4 | 117 | 26.5 |
| Miscellaneous | 1,532 | + 3 | 7.9 | 8.2 | 10.9 | 10.9 | 1.7 | 1.7 | 109 | 33.9 |
| Total canned fruit drinks | 3,304 | + 7 | 17.0 | 17.2 | 18.9 | 18.7 | 1.9 | 1.9 | 133 | 4.0 |
| GRAND TOTAL JUICES & FRUIT DRINKS 3/ | 19,475 | + 8 | 100.0 | 100.0 | --- | --- | --- | --- | (*) | 4.2 |
| CANNED GRAPEFRUIT SECTIONS | 285 | -20 | --- | --- | 4.5 | 5.3 | 1.4 | 1.4 | 60 | 20.1 |
| REFRIGERATED SALAD & SECTIONS 4/ | 1,000 | | | | | | | | | |
| Orange and grapefruit sections | 156 | --- | --- | --- | 1.0 | --- | 1.3 | --- | 38 | 63.6 |
| Grapefruit sections | 14 | --- | --- | --- | 0.1 | --- | 1.4 | --- | 36 | 55.5 |
| Other citrus salads | 141 | --- | --- | --- | 0.8 | --- | 1.5 | --- | 40 | 61.9 |
| Total salads and sections | 311 | --- | --- | --- | 1.8 | --- | 1.7 | --- | 42 | --- |
| FRESH CITRUS FRUIT 5/ | 1,000 | | | | | | | | | |
| Oranges | 12,888 | -44 | --- | --- | 15.3 | 25.5 | 1.7 | 1.9 | 22 | 62.4 |
| Grapefruit | 5,796 | -24 | --- | --- | 17.1 | 22.1 | 1.6 | 1.7 | 8 | 96.5 |

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Not available prior to October 1962. 5/ Not reported in 1960-61, and 1961-62; comparative data are for corresponding month of 1959-60. # Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's



△ CONCENTRATE, CHILLED AND CANNED O INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

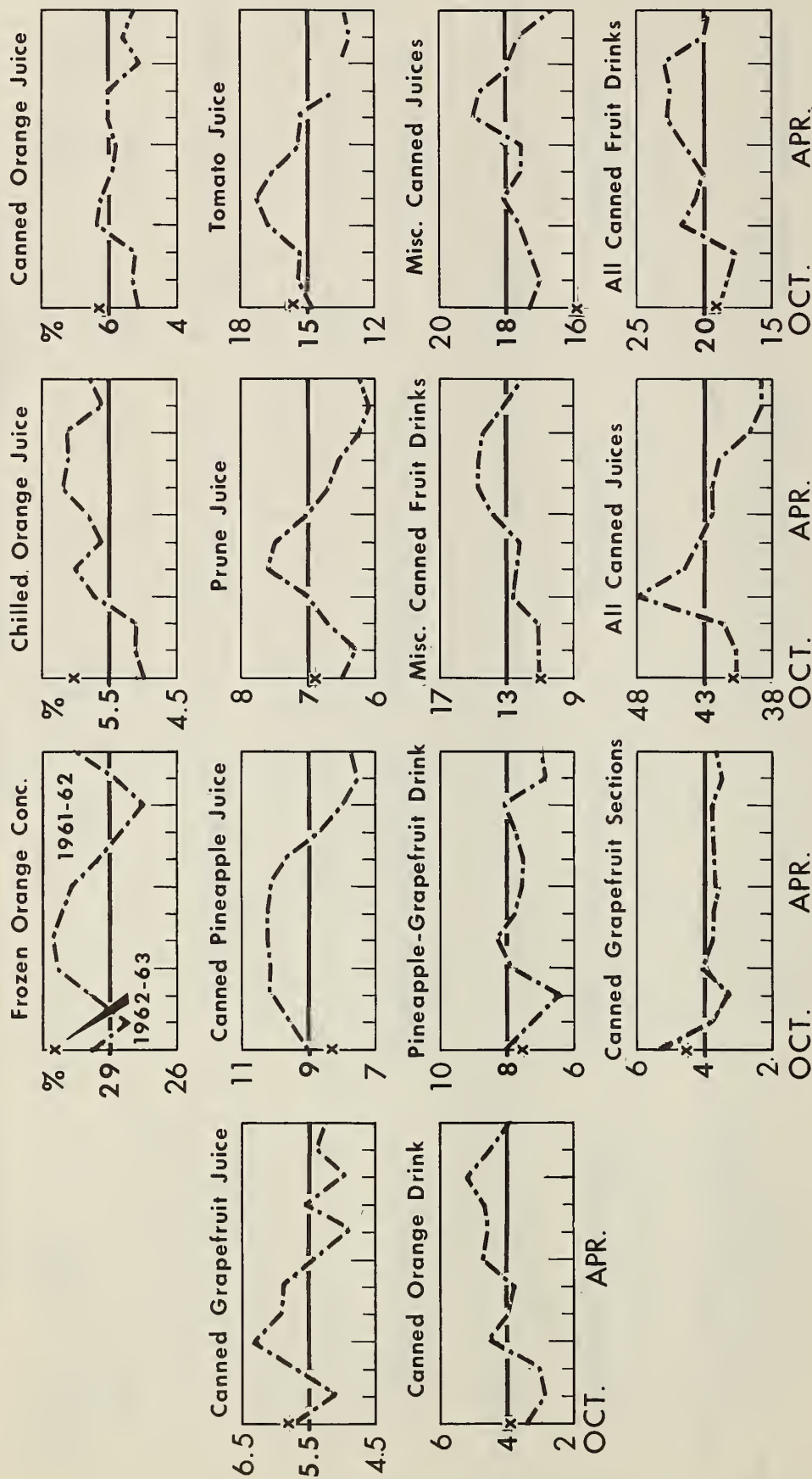
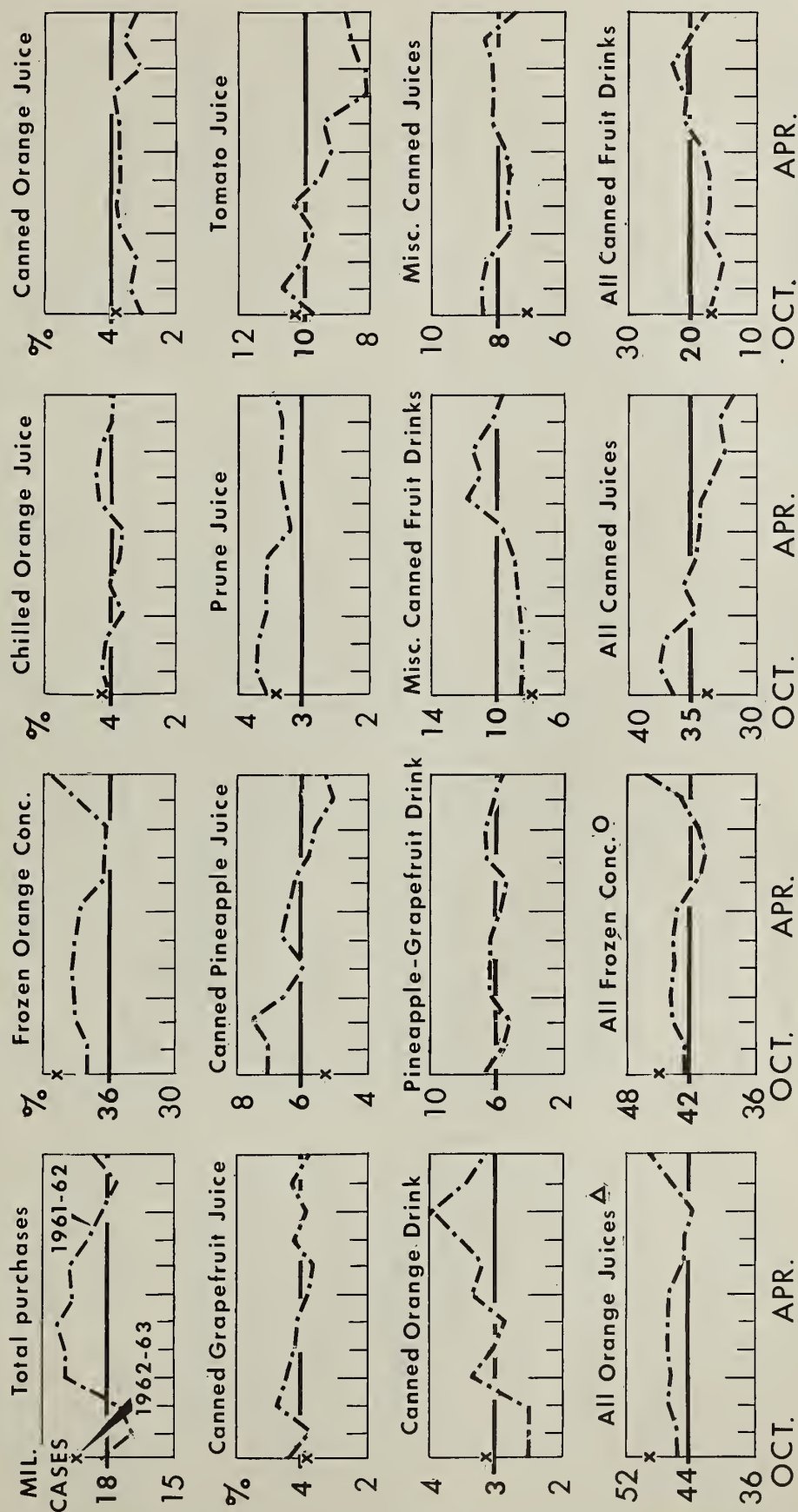


Figure 12

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

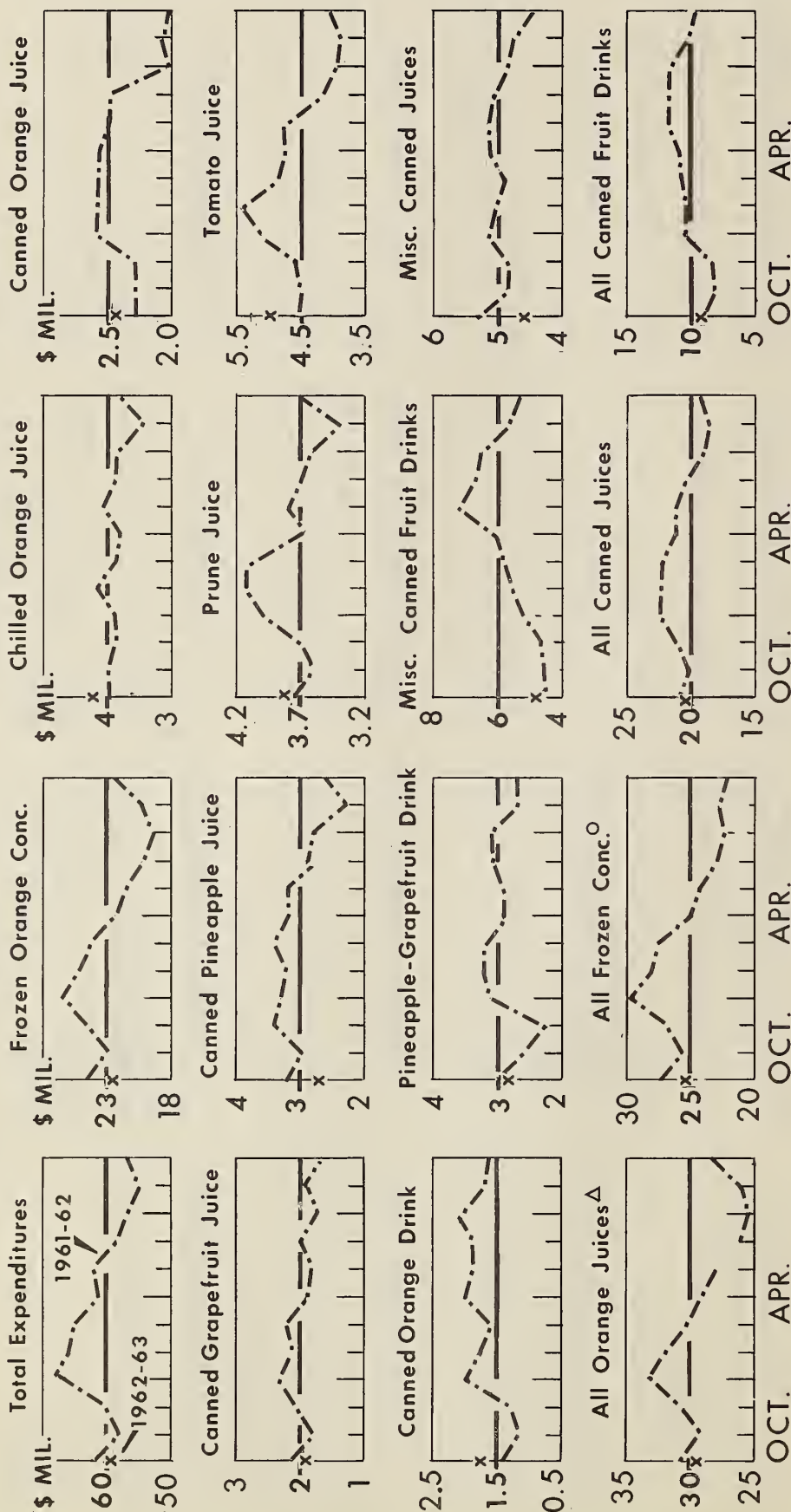


Figure 14

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